



AAUW of Oregon

Leadership for Member Engagement

VOLUNTEERS FIRST

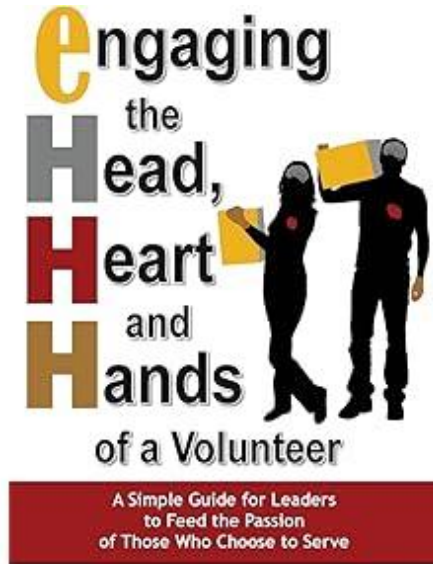


TAU KAPPA EPSILON
Better Men for a Better World



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Barry Altland



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Springs Branch President



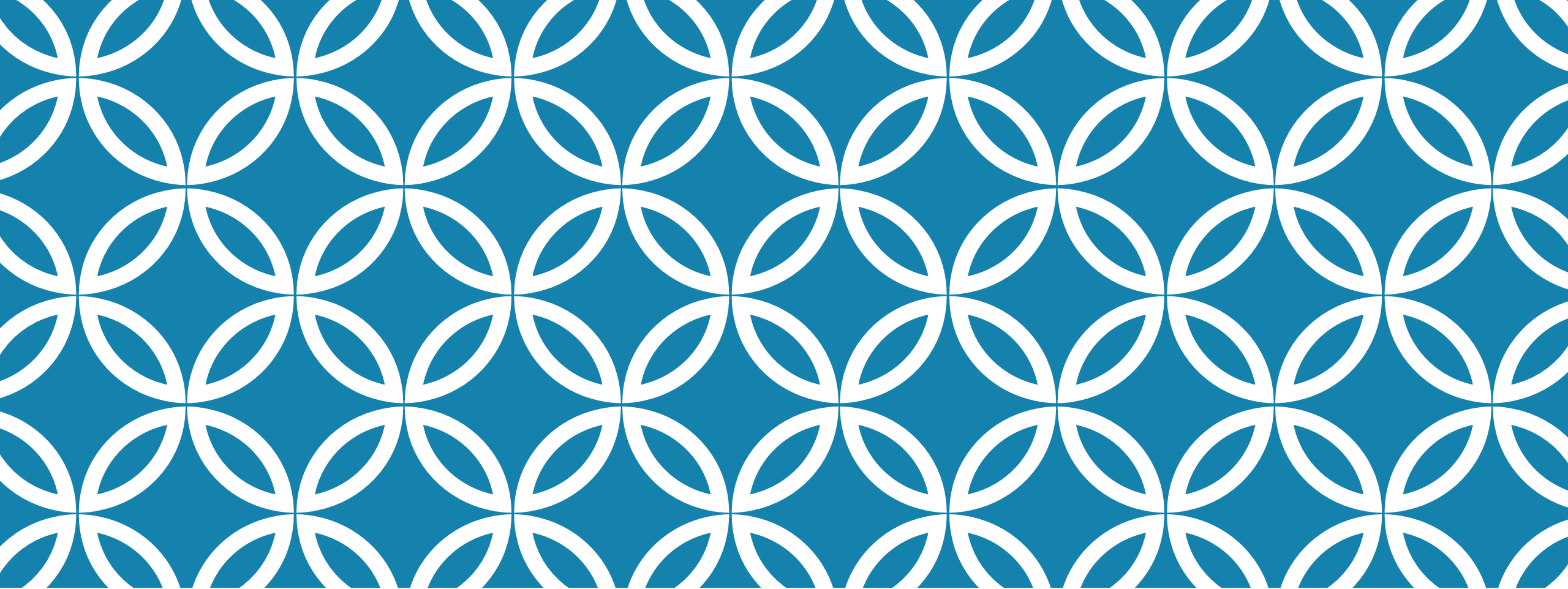
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Permission to also use images from Adobe Stock and MaGalin & Latvia (patchwork quilt).



VOLUNTEERS FIRST
A CUTTING-EDGE AWARENESS PROGRAM
FOR LEADERS OF VOLUNTEERS

AAUW: RESEARCH-BASED SINCE 1881



AAUW MEMBERSHIP DECLINE TO BE RESEARCHED

AAUW CA conducted state-wide research in 2022.

RESULTS: Former active AAUW members said they left because they felt:

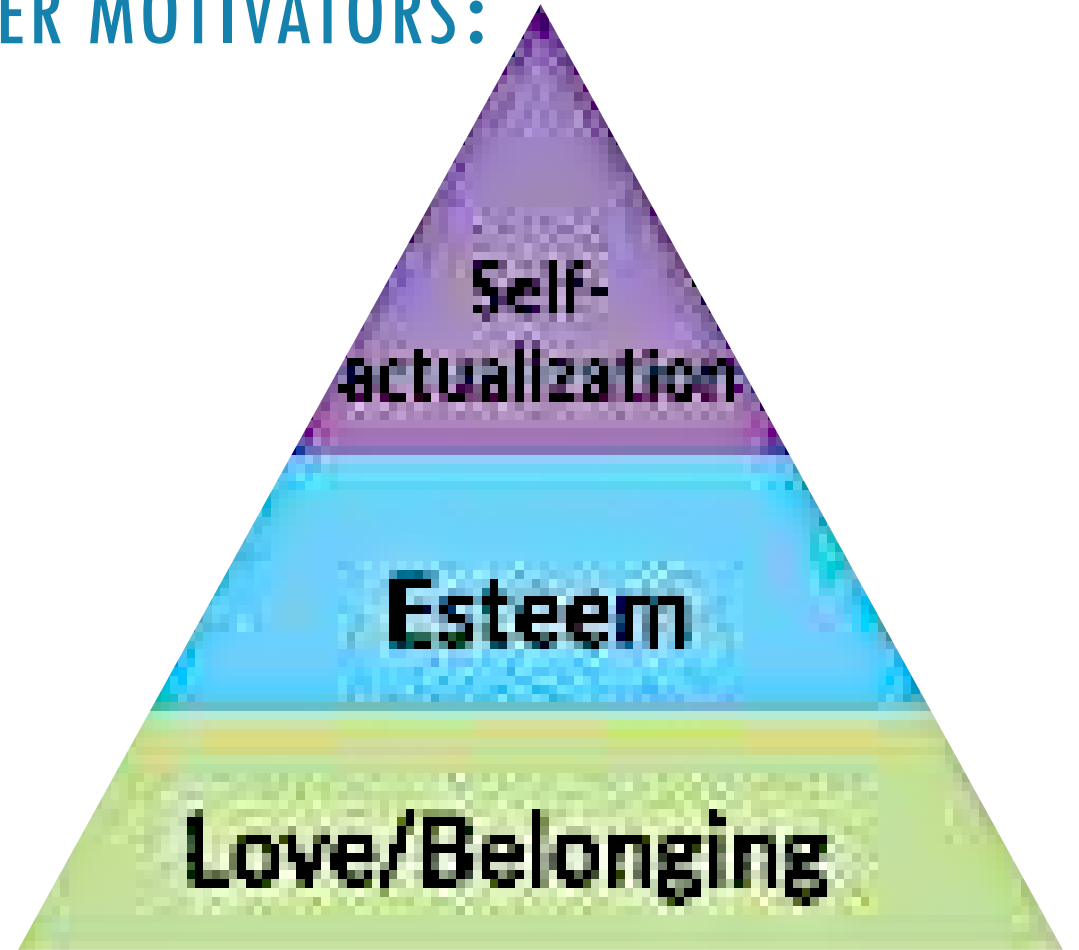
- **Unwelcome.**
- **Disconnected.**
- **Disinterested in engaging even for the cause.**

BARRY ATLAND'S THEORY OF VOLUNTEER MOTIVATORS:

VOLUNTEERS' MOTIVATORS:

What a volunteer **HOPES TO GAIN**

- Personal satisfaction replaces money.
- Personal satisfaction is the volunteer's payoff for giving of their time and talent.



**Intrinsic Needs on Maslow's Hierarchy
of Needs**

RECENT CREDIBLE RESEARCH SHOWS: AROUND THE WORLD, KEY REASONS PEOPLE VOLUNTEER

- **Altruize**
- **Socialize**
- **Learn**
- **Self-actualize**

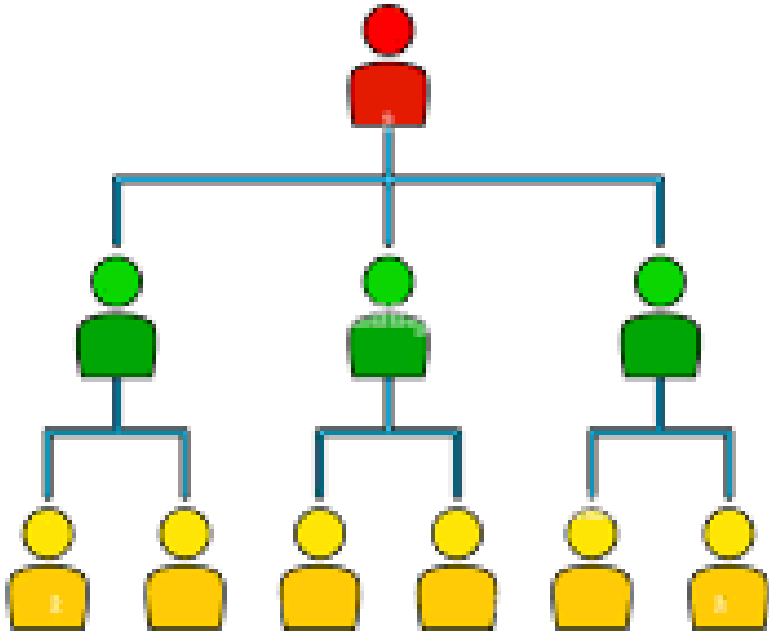


VOLUNTEER ENGAGEMENT IS AN AFFAIR OF THE HEART!

**Fulfilling the member's
volunteer motivators
touches their heart,
drives their choices for
volunteering, and
sustains their passion for
serving.**



HOW BEST TO ENGAGE THE HEAD, HEART AND HAND OF OUR AAUW MEMBER-VOLUNTEERS?



V.



AN AAUW LEADER'S PRIORITY:

BUILD AND FACILITATE RELATIONSHIPS





CARE

CONNECT

SUPPORT

RECOGNIZE



TAKE TIME TO TALK IN PERSON WITH EVERY MEMBER **CARE...**



CREATE A JOYFUL SATISFYING BRANCH EXPERIENCE FOR ALL **CONNECT...**



SUPPORT...



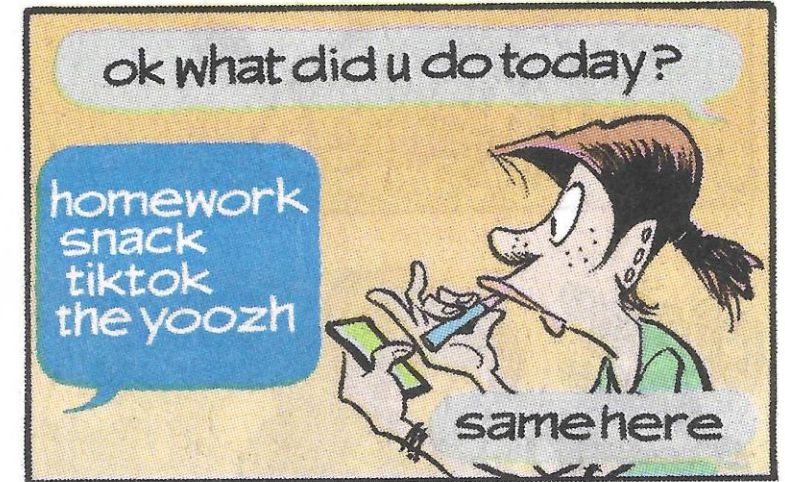
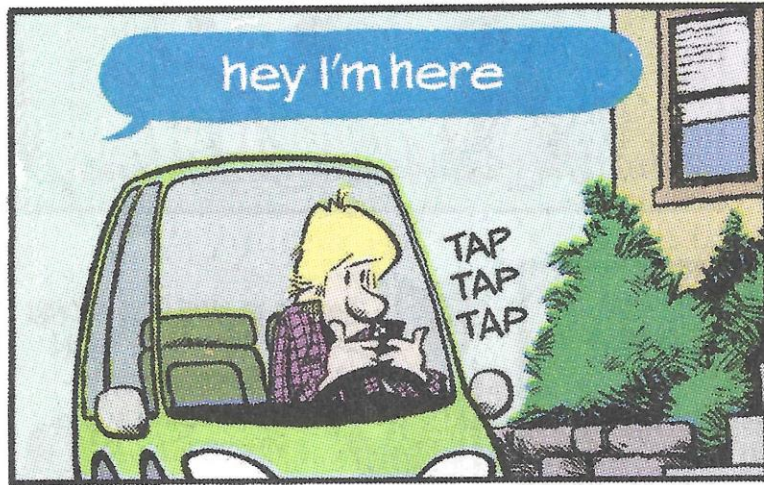
LEADERS OF VOLUNTEERS

FACILITATE NEEDS-FULFILLMENT & JOY

- **Altruize**
- **Socialize**
- **Learn**
- **Self-actualize**



ZITS JERRY SCOTT & JIM BORGMAN



TOUCH BASE: CONFIRM ENGAGED VOLUNTEERS ARE MATCHED WITH ACTIVITIES THAT ALIGN WITH THEIR INTERESTS



PERSONALIZED SUPPORT IS CRITICAL “TOUCHING BASE”

“TOUCHING BASE” is the single most critical, proactive, effective and caring way a leader can take to sustain a member’s passion for volunteering.



Volunteers First leaders CARE

- Ask
- Listen
- Encourage





TOBI JOHNSON, MA, CVA
DEBUNKING MYTHS ABOUT VOLUNTEERS

- ❖ Volunteers ARE motivated by challenges no matter their age
- ❖ What matters to volunteers **no matter their age**:
 - A well-run organization
 - Mutual respect
 - Meaningful challenging work that makes a difference
 - Short term micro-volunteering opportunities
 - Choices and autonomy
 - Support and training
 - Knowing where they stand: doing well, how to do better

GROWING AAUW LEADERS A LONG-TERM INVESTMENT



Prioritize leadership development energy.

Empower members to be AAUW leaders

Empower ALL members to be AAUW sustainers

RECOGNIZE...



VOLUNTEERS FIRST RECOGNITION FULFILLING NEEDS OF THE HEART

**Fulfilling the member's
volunteer motivators
touches their heart, drives
their choices for
volunteering, and sustains
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“VOLUNTEERS FIRST” LEADERS PUT VOLUNTEERS FIRST

